

**Santa Clara County
Travel Impacts, 2000-2016p**

	2000	2005	2010	2012	2014	2015	2016p
Total Direct Travel Spending (\$Million)							
Destination Spending	3,548	3,215	3,332	3,708	4,122	4,387	4,503
Other Travel*	937	708	697	878	957	1,032	1,069
Total Direct Spending	4,485	3,923	4,028	4,586	5,079	5,419	5,572
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	2,322	1,969	1,972	2,264	2,608	2,851	2,961
Private Home	493	525	582	607	638	649	652
Campground	34	34	31	39	49	49	49
Vacation Home	17	21	23	25	25	26	27
Day Travel	682	666	724	774	802	812	814
Destination Spending	3,548	3,215	3,332	3,708	4,122	4,387	4,503
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	811	554	546	702	927	1,094	1,162
Food Service	829	855	954	1,023	1,104	1,166	1,214
Food Stores	102	106	115	124	135	140	139
Local Tran. & Gas	326	359	406	467	467	449	431
Arts, Ent. & Rec.	535	498	488	524	555	572	584
Retail Sales	697	600	596	623	650	664	666
Visitor Air Tran.	248	242	226	245	285	302	307
Destination Spending	3,548	3,215	3,332	3,708	4,122	4,387	4,503
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	528	500	540	619	743	820	907
Arts, Ent. & Rec.	183	189	203	225	271	282	299
Retail**	92	92	87	94	101	106	108
Ground Tran.	47	45	47	54	60	65	71
Visitor Air Tran.	39	22	19	21	25	27	33
Other Travel*	227	103	90	118	145	186	212
Total Direct Earnings	1,115	951	985	1,131	1,345	1,486	1,630
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	21.0	18.4	17.8	19.5	21.6	22.4	23.2
Arts, Ent. & Rec.	7.8	5.6	5.3	5.5	6.2	6.6	6.7
Retail**	2.9	2.7	2.3	2.3	2.3	2.3	2.4
Ground Tran.	1.7	1.3	1.2	1.4	1.5	1.5	1.6
Visitor Air Tran.	1.0	0.4	0.3	0.3	0.4	0.4	0.4
Other Travel*	4.9	2.3	1.7	1.9	2.1	2.1	2.5
Total Direct Employment	39.4	30.9	28.7	30.9	34.0	35.3	36.8
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	140	115	124	143	177	199	211
Visitor	105	85	85	102	129	146	154
Business or Employee	35	30	39	41	48	52	57
State Tax Receipts	158	161	188	188	207	209	209
Visitor	120	127	154	151	161	159	156
Business or Employee	38	34	34	37	46	50	53
Total Local & State	299	276	312	331	384	408	420

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and ground transportation impacts for travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers. **Retail includes gasoline.

Local tax receipts include transient occupancy taxes, sales taxes and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

State tax receipts include sales tax payments and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.